

GRAND JUNCTION DOWNTOWN DEVELOPMENT AUTHORITY
BOARD MINUTES
APRIL 23, 2020
7:30 A.M.
Downtown Grand Junction, 437 Colorado Ave
(Via Zoom Meeting)

PRESENT: Doug Simons Jr. (Chair), Josh Niernberg (Vice-Chair), Tom LaCroix, Dan Meyer, Libby Olson, Maria Rainsdon, Duncan Rowley, Anna Stout, Vance Wagner

DDA/BID STAFF: Brandon Stam, Dave Goe, Vonda Bauer, Rykel Menor

CITY STAFF: John Shaver (City Attorney)

CALL TO ORDER: Doug called the meeting to order at 7:35 a.m.

Consent Agenda

APPROVAL OF MINUTES:

Meeting of April 9, 2020

Tom made a motion to approve the minutes of the April 9th, 2020 meeting. Duncan seconded the motion. The motion was approved.

SECURITY PATROL UPDATE

Board members expressed their appreciation for the Citadel Security USA officers that were hired for the Downtown area during the COVID-19 pandemic. The Board also discussed how long the foot patrol security services should be continued.

Brandon stated that Citadel security officers are currently utilized during a 3-hour shift from 8:00 pm to 11:00 pm. The Board agreed that it would be best to adjust the hours due to longer daylight hours. The new hours would be from 9:00 pm to midnight. Brandon will talk with Citadel Security USA to see if there would be an option to split the shift and possibly utilize the security officers at different times.

Duncan made a motion to continue the services and make it a month to month contract with Citadel Security USA based upon approval of their contract.

There was Board discussion regarding approving the services for an indefinite number of months or month to month and have Citadel Security USA provide a contract as the original document submitted was a proposal.

John Shaver asked Duncan to modify his motion so that the contract could be reviewed.

Duncan withdrew his original motion and resubmitted his motion for Downtown Grand Junction to hire Citadel Security USA, on a month to month basis, and give the Executive Director discretion to terminate the agreement. Libby seconded the motion. The motion was approved.

COVID UPDATES

Brandon explained that Downtown Grand Junction, The City of Grand Junction, and the Economic Development partners have been working on a forgivable loan program that would be available for small businesses. The funds would be utilized for fixed expenses (i.e. rent, insurance, etc.). The program would be administered by the Business Incubator Small Business Development Group. The program will be discussed at the first City Council meeting in May.

Anna stated that the program was well received by City Council; however, there were some details that were still being worked out regarding the Ordinance. Anna expressed her thoughts and liked that each business would be required to apply through the SBA Loan Processors at the Business Incubator and businesses that are approved would be required to provide a one-page business plan.

After discussion, the consensus was for Executive Director Brandon Stam and City Attorney John Shaver draft a letter of support from the Board. Brandon will send the letter to City Council on behalf of the DDA Board.

Brandon stated that a survey was sent out to Downtown businesses regarding the COVID-19 impact on their businesses. There were 42 responses. The results of the survey were sent to board members via email.

Brandon provided a draft document from Mesa County Public Health regarding the plans to re-open Mesa County including guidelines for all phases and sectors. Brandon asked the Board to review the document and provide any feedback on the proposed draft. The final version will be completed soon.

OTHER BUSINESS

Dave gave an overview of the Downtown Grand Junction Marketing and Outreach opportunities which include:

- Gift Card Promotion - spend \$25/receive a \$10 Downtown gift card; promotion has been successful
- Talking Point updates - will include talking points/graphics reflecting the new rules for retail and service; reiterate social distancing and safety standards
- Business to Business Cross Promotion Idea - this promotion is to encourage spending from one business and receive something from another business; details are still being worked out
- Fruita Chamber of Commerce "Love Local" Online shop - created online shop that any business can participate
- Survey Results/Resource Webinars - received 42 surveys. The survey questions were related to COVID Downtown business needs; will use survey results to create resources/opportunities for downtown businesses; working on presenting a series of webinars and bringing in guest speakers across the state
- Caring for Our Home Community Fund - funded through Western Colorado Community Foundation; encourages people to purchase meals from local restaurants
- Social Media - featuring good news stories
- Virtual First Friday - working on a series of short videos featuring creatives working downtown
- Creative District Micro Grant Program-received \$5,000 from Colorado Creative Industries; will be offering micro grants to people working in the creative industries; the final plan is being drafted

- KKCO/KJCT - received free business directory listings on their website, have free 15 second ad spots which will be utilized when businesses open up
- Ad Evaluation - Ads were previously purchased for event promotion; however, will re-evaluate how to reuse those spots

Brandon gave a brief overview of Downtown events.

- The Grand Junction Off-Road will be canceled this year and will not be rescheduled. Due to the cancellation, Downtown Grand Junction may provide a music festival in the fall.
- The Downtown Car Show event was scheduled for Saturday, June 27, 2020; however, due to COVID-19 the event will be moved back to the original date in the fall. This year's car show will be September 12, 2020.
- Farmers Markets have been deemed essential. Different layouts will be discussed to ensure social distancing practices. Brandon and Rykel are working with Fruita and Palisade to discuss their market plans and how to proceed. Downtown Grand Junction, Fruita Chamber of Commerce, and Palisade Chamber of Commerce will jointly apply for a Farmers Market promotion program grant through the U.S. Department of Agriculture (USDA).

PUBLIC COMMENTS

None

ADJOURN

There being no further business; Duncan made a motion to adjourn. Maria seconded the motion. The meeting adjourned at 8:13 a.m.